



CITY OF WILLIAMSBURG

MEMORANDUM

TO: Planning Commission

DATE: June 16, 2004

SUBJECT: 2005 Comprehensive Plan Goals and Objectives

Attached is a complete draft of proposed goals and objectives for the 2005 Comprehensive Plan, and a copy of the goal comparisons with the City Council's Goals and Initiatives for the Biennium and the 1998 Comprehensive Plan. A very rough draft of the first two goals and objectives were provided at the June 7 work session, and these have been revised in the latest draft.

The goal for the June 21 work session is to put this draft in a form acceptable to the Planning Commission. It is possible that the Goals and Objectives will need to be revised over the course of the completion of the Comprehensive Plan.

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Planning Director

2005 WILLIAMSBURG COMPREHENSIVE PLAN

GOALS AND OBJECTIVES

I. Character of the City.

Protect and enhance Williamsburg's unique character - the historic area, college, entrance corridors, urban environment and open spaces.

- A. Protect the integrity of the Colonial Williamsburg Historic Area and the City's historic neighborhoods and commercial areas, and insure that significant archaeological resources are preserved or recovered through a resource management plan.
- B. Cooperate with the College of William & Mary to ensure that the improvement and expansion of College facilities respects the scale and character of adjacent City neighborhoods.
- C. Improve the character of the City's major entrance corridors, and work cooperatively with James City County and York County on corridor issues since the visual quality of these entrances transcend jurisdictional boundaries.
- D. Develop regulations, design standards and capital improvements to preserve and enhance the character of Williamsburg's urban environment.
- E. Encourage the conservation of open space in the City and promote the preservation and maintenance of valuable natural resource areas through efforts such as public acquisition, delineation of greenbelt corridors, and private dedication of easements.
- F. Ensure that future development meets the standards of the Chesapeake Bay Preservation Act.

II. Economy.

Increase employment opportunities, income, business success, and City revenues by supporting and promoting the City's tourism base and other development and redevelopment opportunities.

- A. Support existing tourism-oriented businesses to ensure the continued viability of the City's economy.
- B. Encourage non-tourism related retail and service development in appropriate areas in order to diversify the City's economic base.
- C. Identify areas suitable for new development and redevelopment, particularly along the City's major entrance corridors, and develop strategies to encourage such development and redevelopment.
- D. Participate in efforts to advance regional tourism and economic development goals within the "Historic Triangle."
- E. Cooperate with the Colonial Williamsburg Foundation and the College of William & Mary to coordinate their land use planning and economic development efforts with the City's Comprehensive Plan.

III. Neighborhoods and Housing. Protect and enhance the quality of the City's residential neighborhoods, and encourage the provision of affordable housing for City residents.

- A. Encourage adequate housing opportunities for individuals and families of all ages by creating a balanced distribution of housing types and densities for new and infill residential development, taking into consideration existing development, environmental constraints, and transportation systems.
- B. Encourage the construction of owner-occupied housing of varying types and densities, with a goal of having more than 50% of the City's housing stock owner-occupied.
- C. Limit the construction of new multi-family dwellings to areas that are served by adequate public streets and by pedestrian, bicycle and public transportation facilities.
- D. Encourage the provision of housing in mixed-use developments, particularly in the center city and High Street areas.
- E. Support the work of private and quasi-public agencies such as the Williamsburg Redevelopment and Housing Authority and Williamsburg Housing Partnership, Inc. in identifying and implementing strategies and initiatives for creating and improving moderately priced owner-occupied housing.
- F. Utilize the property maintenance code and the rental inspection program to maintain and improve the quality of the City's neighborhoods.
- G. Coordinate with the College of William & Mary to address demands for student-oriented housing, both on- and off-campus.
- H. Coordinate with neighboring jurisdictions to address regional housing concerns and needs.

IV. Transportation.

Provide an effective transportation system which is compatible with the future land use plan, serves pedestrians, bicyclists and motorists, and promotes the expanded use of transit and rail.

- A. Complete the City's major highway projects – Richmond Road between Brooks Street and New Hope Road, Treyburn Drive, and Ironbound Road between Richmond Road and Longhill Connector.
- B. Continue participation in the Hampton Roads Metropolitan Planning Organization, the transportation planning body for the region.
- C. Incorporate traffic-calming measures in appropriate locations to minimize traffic impacts on the City's neighborhoods.
- D. Improve and expand bicycle and pedestrian facilities as an important part of the transportation system, with special emphasis on filling in gaps to create an interconnected system.
- E. Develop a comprehensive mass transit system providing an acceptable level of service for the Williamsburg area, including James City and York Counties,

- Colonial Williamsburg, and the College of William & Mary, with the Williamsburg Transportation Center serving as the regional hub.
- F. Support the development and implementation of improved high-speed rail and light-rail service, with the Williamsburg Transportation Center serving as the regional hub.

V. Public safety.

Ensure that City systems and facilities enable police, fire, emergency management and judicial operations to protect and serve City residents, visitors, businesses and historical assets.

- A. Maintain and upgrade facilities at the Police Station and Fire Station to enable the City to provide quality services for law enforcement, firefighting, communications, and emergency operations.
- B. Reserve a suitable site for a new fire station in the High Street area, to allow for the expansion of fire services if and when it is needed.
- C. Support the operation and maintenance of the Williamsburg-James City County Courthouse, the Virginia Peninsula Regional Jail, and the Middle Peninsula Juvenile Detention Facility (Merrimac Center).

VI. Education and Human Services.

Address the educational, health, social, economic and workforce training needs of City families, youth, seniors and disabled citizens.

- A. Support the funding and operation of the Williamsburg-James City County school system to achieve excellence in education, through partnership with home and community, so that each student becomes a lifelong learner, an independent thinker, and a responsible citizen.
- B. Support the construction of a new Thomas Nelson Community College Campus in conjunction with the construction of a third high school on the Warhill Tract on Centerville Road, which will provide Williamsburg residents with improved access to arts and sciences, occupational/technical programs, and workforce development programs.
- C. Coordinate plans and programs of individual human services agencies and organizations to ensure the proper location of facilities and other capital improvements, and continue to support a regional approach to meeting human service needs.

V. Recreation and Culture.

Add to the quality and quantity of recreational and cultural facilities, and enhance recreational and cultural programming to meet the needs of the City families, youth and seniors.

- A. Expand and enhance the City's system of parks and open space to provide recreational facilities while preserving scenic vistas, natural areas and historic sites.

- B. Plan for neighborhood parks as new residential development occurs.
- C. Encourage regional cooperation in the development and provision of recreational and cultural facilities and programs.
- D. Support updating the feasibility study for constructing a state-of-the-art performing arts center to serve the greater Williamsburg area.

VI. Environmental Services.

Ensure an adequate supply of clean, safe drinking water; protect environment through operation of effective storm water, wastewater and solid waste programs.

- A. Protect Waller Mill Reservoir from the adverse environmental impacts that could result from future development within the watershed.
- B. Continue to actively support the Regional Raw Water Study Group in the construction of the King William Reservoir project through the federal and state permitting process.
- C. Continue to evaluate and upgrade the City's water distribution system to provide adequate volumes for both daily usage and fire flows.
- D. Continue to evaluate the City's sanitary sewerage system to determine needed improvements to existing lines and pump stations.
- E. Integrate the policies and procedures of the City's Stormwater Management Plan with other City land use regulations, such as zoning, erosion and sedimentation control, Chesapeake Bay preservation, and site plan review.
- F. Continue to implement a regional stormwater management approach, in accordance with the Stormwater Management Plan, emphasizing regional BMPs over small, on-site facilities in order to better protect water quality.
- G. Work through the Virginia Peninsula Public Service Authority (VPPSA) to develop adequate solid waste disposal programs which meet community needs and state mandates in the Peninsula region.

VII. Implementation

Implement the recommendations of the Comprehensive Plan by updating the City's zoning, subdivision and site plan controls, and by incorporating the Plan's recommendations into the Capital Improvement Program. *(Note: This goal will only appear in the Comprehensive Plan).*

- A. Individual items will be listed after development of the initial draft of the Comprehensive Plan update.